





# Monash-Ben Gurion University Student Entrepreneurship Program 2015

Sunday, 5 July 2015 – Thursday, 9 July 2015

| Date                | Schedule   |   |   |
|---------------------|--|---|---|
| Sunday<br>5/7       | <p>8:30 – Leaving U-tel and going together with Yossi Shavit to BGU</p> <p>9:00 - Breakfast (Conference Room)</p> <p>9:30 - General presentation of the activity executed throughout the semester and of the activity set to take place during the week in Israel (including information regarding the figures that the students will encounter).</p> <p>10:15 – Time for team to work together - continuing their semester progress</p> <p>11:20 – Student Presentations – the teams will present the activity executed during the semester.</p> <p>12:00 – Lunch at the Capiot Cafeteria, Zlotowski Student Center</p> <p>13:00 – Workshops on the principles of presenting to investors, what investors look for, how they think, etc.</p>  |   | <p><b>Avishai Ben-Tovim</b><br/>Cell: +972-50-2011120</p> <p><b>Eureka: Edan:</b> Cell: +972 -53 -9372531</p>   |
|                     | <p><b>Avishai Ben-Tovim</b><br/>VP Sales and Business Development at Commun.it</p>   | <p><u>Current</u> - Commun.it, Google Launchpad</p> <p><u>Previous</u> - Kenshoo, eToro, Top Stocker</p> <p><u>LINK</u></p> |    |
|                     | <p>15:30 - Work on presentations (guided by mentors)</p> <p>17:30 – Welcome Dinner (Eurieka Resturant) with Prof. Dafna Schwartz, Chair person &amp; Director of Bengis Center for Entrepreneurship &amp; Hi-Tech Management</p>   |   |   |
| Monday<br>6/7       | <p>8:00 - Breakfast (Conference Room)</p> <p>8.30 – University tour with <b>Becky Segal</b> (begin at Senate building)</p> <p>9.30 – Work on presentations (guided by mentors)</p> <p>10:30 – Meeting with <b>Prof. Oded Lowengart</b>, Dean - Guilford Glazer Faculty of Business &amp; Management (GGFBM)</p> <p><b>10:45 – Meet with the iGEM team - Adi Stein and Shoham Rigbi</b></p> <p>11:05 - Meet with the BGR representative <b>Tomer Segev</b> (BGR electric - Team Leader)</p> <p>12:00 - Lunch in the Capiot Cafeteria, Zlotowski Student Center</p> <p>13:00 – Work on presentations (guided by mentors)</p> <p>16:00 - End of the day – the conference room will be at the teams disposal if needed</p> <p>20:00 – Students - Go to local bar with Daniel (leave from U-tel)</p> <p>20.00 - Prof. Vitale and Yossi - Dinner (Kramim restaurant)</p> |   | <p><b>Becky Segal</b><br/>Visitors Unit<br/><a href="mailto:srebecca@bgu.ac.il">srebecca@bgu.ac.il</a><br/>Cell: +972-50-2029720</p> <p><b>Tomer Segev</b><br/><a href="mailto:tmrsgv@gmail.com">tmrsgv@gmail.com</a><br/>  Cell: +972-54-4417781</p> <p>Adi Stein<br/><a href="mailto:steinadi@gmail.com">steinadi@gmail.com</a><br/>  052-3322412</p> |
| <b>Preparations</b> |  |   |   |

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| <p>Tuesday<br/>7/7</p>   | <p>8:00 - Breakfast (Conference Room)<br/> 8:30 – Work on presentations (guided by mentors)<br/> 12:00 – Lunch (Mexicani restaurant on campus)<br/> <b>12:45 – Transport to the Hi-Tech Park</b><br/> <b>13:00 – A tour of the Hi-Tech Park, where many Hi-Tech companies are located. During the tour, meetings will be conducted with various figures of the Hi-Tech Park.</b></p> <table border="1"> <tr> <td data-bbox="296 318 684 505"> <b>Idan Katz</b><br/> Board Director at EchoCare &amp; VP Business at Incubit Technology Ventures </td><td data-bbox="684 318 1482 505"> <b>Current</b> - EchoCare, NewRocket, Collage Medical Imaging<br/> <b>Previous</b> - Bootcamp Ventures, Texas Instruments, Motorola Wireless Modules<br/> <b>Education</b> - Northwestern University - Kellogg School of Management<br/> 13.00 </td><td data-bbox="1482 318 1734 505">  </td></tr> <tr> <td data-bbox="296 505 684 691"> <b>Dr. Barak Chizi</b><br/> Senior Researcher and Senior R&amp;D Director at Deutsche Telekom </td><td data-bbox="684 505 1482 691"> <b>Current</b> - Deutsche Telekom, Ben Gurion University, Open University,<br/> <b>Previous</b> - pickabit.com, Tel Aviv University and Israeli Air Force,<br/> <b>Education</b> - Tel Aviv University<br/> 14.00 </td><td data-bbox="1482 505 1734 691">  </td></tr> <tr> <td data-bbox="296 691 684 886"> <b>Netta Cohen</b><br/> CEO at BGN Technologies (Technology Transfer Company of Ben-Gurion University) </td><td data-bbox="684 691 1482 886"> <b>Current</b> - BGN Technologies<br/> <b>Previous</b> - Pharma Israel, Novartis CH / Gerber, Vitamed Pharmaceuticals, <b>Education</b> -University of Bradford<br/> 15.00 </td><td data-bbox="1482 691 1734 886">  </td></tr> </table> <p><b>16:00 – Tour of Be’er Sheva. Guide: Itzik Peres</b><br/> 17:30 – End of the day</p> | <b>Idan Katz</b><br>Board Director at EchoCare & VP Business at Incubit Technology Ventures | <b>Current</b> - EchoCare, NewRocket, Collage Medical Imaging<br><b>Previous</b> - Bootcamp Ventures, Texas Instruments, Motorola Wireless Modules<br><b>Education</b> - Northwestern University - Kellogg School of Management<br>13.00   |    | <b>Dr. Barak Chizi</b><br>Senior Researcher and Senior R&D Director at Deutsche Telekom            | <b>Current</b> - Deutsche Telekom, Ben Gurion University, Open University,<br><b>Previous</b> - pickabit.com, Tel Aviv University and Israeli Air Force,<br><b>Education</b> - Tel Aviv University<br>14.00 |  | <b>Netta Cohen</b><br>CEO at BGN Technologies (Technology Transfer Company of Ben-Gurion University) | <b>Current</b> - BGN Technologies<br><b>Previous</b> - Pharma Israel, Novartis CH / Gerber, Vitamed Pharmaceuticals, <b>Education</b> -University of Bradford<br>15.00 |  | <p>Itzik Peres<br/> Phone Number:<br/> +972-50-624-4106</p> |
| <b>Idan Katz</b><br>Board Director at EchoCare & VP Business at Incubit Technology Ventures          | <b>Current</b> - EchoCare, NewRocket, Collage Medical Imaging<br><b>Previous</b> - Bootcamp Ventures, Texas Instruments, Motorola Wireless Modules<br><b>Education</b> - Northwestern University - Kellogg School of Management<br>13.00  |          |  |   |  |   |   |  |  |   |   |
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| <b>Netta Cohen</b><br>CEO at BGN Technologies (Technology Transfer Company of Ben-Gurion University) | <b>Current</b> - BGN Technologies<br><b>Previous</b> - Pharma Israel, Novartis CH / Gerber, Vitamed Pharmaceuticals, <b>Education</b> -University of Bradford<br>15.00  |          |  |   |  |   |   |  |  |   |   |
| <p>Wednesday<br/>8/7</p>   | <p>7:30 – Leaving U-tel<br/> 8:30 – Breakfast – on the way to Tel Aviv, the team will stop at Aroma cafe (Beit Kama location)<br/> 10:30 – Arrive at Google headquarters (will take place at Google <u>Campus Tel-Aviv</u>)</p> <table border="1"> <tr> <td data-bbox="296 1146 411 1446"> 11:00 </td><td data-bbox="411 1146 1482 1446"> <b>Roy Oron</b> is Head of Investments and Venture Development at Plus Ventures (<a href="http://www.plusventures.co.il">www.plusventures.co.il</a>). Roy lives and breathes the start-up world, and with 15 years of international business development experience, he has experienced the whole journey, all the way from a small startup, through an acquisition, to a VP Business Development role with an international public company.<br/> In his previous position Roy held the position of VP Business Development with AOL Inc. and AOL Israel Country Manager. Today Roy heads investments for Plus Ventures, and closely supports the portfolio companies of Plus Ventures and its incubator – Explore.Dream.Discover. </td><td data-bbox="1482 1146 1734 1446">  </td></tr> </table> <p>12:30 – Lunch at Google Campus (<b>Sandwich Bar</b>)</p>  | 11:00   | <b>Roy Oron</b> is Head of Investments and Venture Development at Plus Ventures ( <a href="http://www.plusventures.co.il">www.plusventures.co.il</a> ). Roy lives and breathes the start-up world, and with 15 years of international business development experience, he has experienced the whole journey, all the way from a small startup, through an acquisition, to a VP Business Development role with an international public company.<br>In his previous position Roy held the position of VP Business Development with AOL Inc. and AOL Israel Country Manager. Today Roy heads investments for Plus Ventures, and closely supports the portfolio companies of Plus Ventures and its incubator – Explore.Dream.Discover. |  | <p><b>Sandwich Bar,</b><br/> <b>Telephone Number:</b><br/> <b>+972-50-869-0690</b><br/> (Hezi)</p> |   |   |  |  |   |   |
| 11:00  | <b>Roy Oron</b> is Head of Investments and Venture Development at Plus Ventures ( <a href="http://www.plusventures.co.il">www.plusventures.co.il</a> ). Roy lives and breathes the start-up world, and with 15 years of international business development experience, he has experienced the whole journey, all the way from a small startup, through an acquisition, to a VP Business Development role with an international public company.<br>In his previous position Roy held the position of VP Business Development with AOL Inc. and AOL Israel Country Manager. Today Roy heads investments for Plus Ventures, and closely supports the portfolio companies of Plus Ventures and its incubator – Explore.Dream.Discover.  |        |  |   |  |   |   |  |  |   |   |

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|                 | <table><tr><td>13:30-15:00</td><td colspan="2">“How equity crowd funding is changing the world of innovation finance,” Our Crowd representative<br/><b>A broad talk about Israel as a “Startup Nation”; crowdfunding; OurCrowd’s portfolio &amp; investments; and more.</b></td></tr></table><br><div>15:30 – End of the day + Drive to the hotel &amp; check-in<br/>Free time (Tel Aviv malls / beach)</div>   | 13:30-15:00   | “How equity crowd funding is changing the world of innovation finance,” Our Crowd representative<br><b>A broad talk about Israel as a “Startup Nation”; crowdfunding; OurCrowd’s portfolio &amp; investments; and more.</b> |   |       |   |  |  |
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| Thursday<br>9/7 | <table><tr><td>9:30</td><td><b>Yoav Abrahami</b> - Chief Architect at Wix<br/><b>Previous-</b> RelativeShare, Amdocs, wixpress<br/><b>Education</b> - Tel Aviv University</td><td></td></tr><tr><td>10:40</td><td>Israel Air force innovation units’ representative</td><td></td></tr></table><br><div>11:30 – Time for the team to start work on the business plan<br/>13:00 - Farewell Lunch- Black Restaurant (At Azrielly mall)<br/>15:00 – End of the day</div> | 9:30  | <b>Yoav Abrahami</b> - Chief Architect at Wix<br><b>Previous-</b> RelativeShare, Amdocs, wixpress<br><b>Education</b> - Tel Aviv University   |  | 10:40 | Israel Air force innovation units’ representative |  |  |
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